



2023 ERA Conference Schedule

Sunday, Feb. 26, 2023

- 12:00 – 6:00 p.m. Conference Registration / Attendee Badge Pickup
- 5:00 – 6:30 p.m. Welcome Reception

Monday, Feb. 27, 2023

- 7:00 – 7:50 a.m. Breakfast, First-Time Attendees Orientation & Supplier Workshops (*listed below*)
- *Allyship and The Why for WE United – presented by Monica Highfill Vice President and Executive Director & Jackie Mattox, Founder, President, and CEO, Women in Electronics*
 - *Two New Enhancements from Repfabric! Opportunity Product Registration & Goal Tracking – presented by John Mitchell, CPMR, President/Founder, Repfabric*
- 8:00 – 8:10 a.m. Conference Opening – Welcoming Remarks from Lori Bruno, CPMR, 2023 ERA Conference Chair
- 8:10 – 9:15 a.m. Keynote Session – THRIVE: Turn Uncertainty to Your Competitive Advantage, presented by Meridith Elliott Powell
- 9:15 – 9:30 a.m. Break
- 9:30 – 10:45 a.m. Breakout Sessions
- *Building Next Generation Talent: The New Rules for Attracting, Developing and Retaining Top Employees*
 - *Leadership is an Inside Job*
 - *The Manufacturer-Distributor Perspective: Corporate Best Practices to Drive Partnerships*
 - *Social Selling & Socially Buying: What Is It & How Can You Make It Work for You?*
 - *Two Sessions in One: Who Cares If You Are an Employee or Independent Contractor, and Other Key Contract Considerations*
- 10:45 – 11:00 a.m. Break
- 11:00 a.m. – 12:00 p.m. General Session – Navigating Through Economic Uncertainty, presented by Bernard Baumohl
- 12:00 – 12:45 p.m. Lunch
- 12:45 – 1:30 p.m. ERA Update & Lifetime Achievement Award Presentation, presented by Walter Tobin, CEO, ERA
- 1:30 – 1:45 p.m. Break
- 1:45 – 3:00 p.m. Breakout Sessions
- *How to Search LinkedIn Like A Pro! Introduction to a Cutting-Edge LinkedIn Search Tool Via ERA*
 - *Information Technology: The Fast-Changing World of Data Sharing Under Ever-Changing Laws*
 - *Manufacturers' Programs: How to Communicate & Implement Various Corporate Programs to Drive New Demand and Incremental Sales*
 - *Manufacturers' Sales Reps Issues and Challenges: What Keeps Most Reps Up at Night?*
 - *Transforming Your Brand Into a Trusted Resource*
- 3:00 – 3:15 p.m. Break
- 3:15 – 4:30 p.m. Breakout Sessions
- *The Distribution Perspective: Best-In-Class Practices to Drive Local Relationships*
 - *Let's Talk About Trust: It's Difficult to Define, It's Hard to Get, It's Easy to Lose*
 - *The Mind of the Engineer: What Do They Really Want?*
 - *Technology Tools: What's Hot?*
 - *A View from the Top: Ask Me Anything, with Walter Tobin*
- 4:30 – 4:45 p.m. Break



- 4:45 – 5:45 p.m. General Session – The 4 Disciplines of Execution, presented by Chris McChesney
- 6:30 – 7:00 p.m. Buses depart AT&T Center for off-site conference party
- 7:00 – 10:00 p.m. Conference Party, hosted off-site at Punch Bowl Social (*downtown location*)

Tuesday, February 28, 2023

- 7:00 – 7:50 a.m. Breakfast & Supplier Workshops (*listed below*)
- *Budde Marketing POS Dashboard Forum: Best Practices and Updates for 2023 + DTAM review – presented by Jeff Bade, VP Business Development and IT, Budde Marketing Systems*
 - *Maximize Your Results and Grow Your Business – presented by Richard Greaves, Senior Partner and Scott Mayo, Senior Partner, Empowering Systems*
- 8:00 – 8:10 a.m. Opening Remarks by Lori Bruno, CPMR, 2023 ERA Conference Chair
- 8:10 – 9:20 a.m. General Session – The Future of Leadership (Hint: It's Human!), presented by Cheryl Cran
- 9:20 – 9:30 a.m. Break
- 9:30 – 10:45 a.m. Breakout Sessions
- *The Distribution Perspective: Best-In-Class Practices to Drive Local Relationships*
 - *How to Search LinkedIn Like a Pro! Introduction to a Cutting-Edge LinkedIn Search Tool Via ERA*
 - *Information Technology: The Fast-Changing World of Data Sharing Under Ever-Changing Laws*
 - *Let's Talk About Trust: It's Difficult to Define, It's Hard to Get, It's Easy to Lose*
 - *Social Selling & Socially Buying: What Is It & How Can You Make It Work for You?*
- 10:45 – 11:00 a.m. Break
- 11:00 – 11:45 a.m. ERA Awards Announcements
- 11:45 a.m. – 12:45 p.m. Lunch
- 12:45 – 1:00 p.m. Break
- 1:00 – 2:15 p.m. Breakout Sessions
- *Leadership is an Inside Job*
 - *The Manufacturer-Distributor Perspective: Corporate Best Practices to Drive Partnerships*
 - *The Mind of the Engineer: What Do They Really Want?*
 - *Transforming Your Brand Into a Trusted Resource*
 - *A View from the Top: Ask Me Anything, with Walter Tobin*
- 2:15 – 2:30 p.m. Break
- 2:30 – 3:45 p.m. Breakout Sessions
- *Building Next Generation Talent: The New Rules for Attracting, Developing and Retaining Top Employees*
 - *Manufacturers' Programs: How to Communicate & Implement Various Corporate Programs to Drive New Demand and Incremental Sales*
 - *Manufacturers' Sales Reps Issues and Challenges: What Keeps Most Reps Up at Night?*
 - *Technology Tools: What's Hot?*
 - *Two Sessions in One: Who Cares If You Are an Employee or Independent Contractor, and Other Key Contract Considerations*
- 3:45 – 4:00 p.m. Break
- 4:00 – 5:15 p.m. General Session – Technology Drivers for 2023 and Beyond, presented by Michael Knight
- 5:15 p.m. Conference Adjourns